



Advanced Theory and Practice in Sport Marketing

Eric C. Schwarz, Jason D. Hunter, Alan LaFleur

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Effective marketing is essential for any successful sport organization, from elite professional sports teams to local amateur leagues. Now in a fully revised and updated second edition, *Advanced Theory and Practice in Sport Marketing* is still the only text to introduce key theory and best practice at an advanced level.

The book covers every key functional and theoretical area of sport marketing, including marketing research, information systems, consumer behavior, logistics, retail management, sales management, e-commerce, promotions, advertising, sponsorship, and international business. This new edition includes expanded coverage of important contemporary issues, including social responsibility and ethics, social media and networking, relationship and experience marketing, recovery marketing, and social marketing. Every chapter contains extended cases and first-hand accounts from experienced sport marketing professionals from around the world. Following those cases are questions encouraging students and practitioners to apply their theoretical knowledge to real-world situations and to develop their critical thinking skills, while each chapter also includes helpful features such as definitions of key terms, summaries, and guides to further reading. A companion website includes an impressive array of additional teaching and learning resources, including a test bank of exam questions, PowerPoint slides, and extra case studies for lecturers and instructors, and useful web links, self-test multiple-choice questions, and glossary flashcards for students.

Advanced Theory and Practice in Sport Marketing goes further than any other sport marketing text in preparing the student for the real world of sport marketing. It is essential reading for any upper-level undergraduate or postgraduate course in sport marketing or sport business, and for anybody working in sport marketing looking to develop and extend their professional skills.

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